

In th Claims:

Claims 1-37 (cancelled)

Claims 38-61 (cancelled)

62. (Currently Amended) An advertising method comprising:

providing a turnstile for defining a passageway, the turnstile having an arm movable into the passageway for blocking passage of a person passing therethrough, the arm moveable out of the passageway for permitting passage therethrough, the arm having at least a portion of an outside surface defined by a generally circular cross section;

encircling a substantial portion of the arm outside surface, as defined by the generally circular cross section, with a sleeve; and

carrying ~~indicia~~ advertising by the sleeve, wherein the ~~indicia~~ advertising covers a substantial portion of the sleeve and is positioned for viewing by the person passing through the passageway when the arm is positioned therein.

Claim 63 cancelled.

64. (Currently Amended) A method according to Claim 62, further comprising placing the sleeve onto the arm for covering the ~~indicia~~ advertising, the sleeve having at least a transparent portion for viewing the ~~indicia~~ advertising therethrough.

65. (Previously Presented) A method according to Claim 62, further comprising:

providing a collar for removably securing the sleeve to the arm; and
securing the sleeve to the arm using the collar.

66. (Currently Amended) A method according to Claim 62, further comprising providing a sheet for carrying the ~~indicia~~ advertising thereon.

67-85 (Cancelled)

86. (Previously Presented) A method according to Claim 62, wherein the sleeve completely encircles the arm.

87. (Currently Amended) A method ~~according to Claim 62, further of advertising~~ from a turnstile arm, the method comprising:

providing a turnstile for defining a passageway, the turnstile having an arm movable into the passageway for blocking passage of a person passing therethrough, the arm moveable out of the passageway for permitting passage therethrough, the arm having at least a portion of an outside surface defined by a generally circular cross section;

providing a sleeve for encircling a substantial portion of the arm outside surface; carrying advertising by the sleeve, wherein the advertising covers a substantial portion of the sleeve;

sliding the sleeve onto the arm with the sleeve carrying a first indicia the advertising for viewing by the person passing through the passageway when the arm is positioned therein;

sliding the sleeve off of the arm; and

sliding at least one of the sleeve and an alternate sleeve onto the arm, wherein a ~~second indicia~~ alternate advertising is carried thereby for viewing by the person passing through the passageway when the arm is positioned therein.

88. (Currently Amended) A method according to Claim 62, wherein the sleeve comprises a transparent portion, and wherein the ~~indicia~~ advertising is carried within the sleeve for viewing the ~~indicia~~ advertising therethrough.

89. (Previously Presented) A method according to Claim 62, wherein the sleeve comprises a tubular sleeve having an outside surface defined by a generally circular cross section.

90. (Currently Amended) A method according to Claim 89, wherein the indicia advertising is fixedly attached to the sleeve.

91. (New) A method according to Claim 87, wherein at least one of the sleeve and the alternate sleeve comprises a transparent portion, and wherein at least one of the advertising and the alternate advertising is carried within the sleeve for viewing therethrough.

92. (New) A method according to Claim 87, wherein at least one of the sleeve and the alternate sleeve comprises a tubular sleeve having an outside surface defined by a generally circular cross section.

93. (New) A method according to Claim 87, further comprising providing a sheet for carrying at least one of the advertising and the alternate advertising thereon.